



# The impact of sources of credibility on purchase intentions of different beauty product – Mediator effect of perceived quality

Ana Rita Monteiro Teixeira Cordeiro Pereira

Dissertation written under the supervision of  
Prof. Paulo Romeiro and Prof. Wilson Bastos

Dissertation submitted in partial fulfillment of requirements for the MSc in Management with Specialization in Strategic Marketing at the Universidade Católica Portuguesa, Janeiro 2018.

## **ABSTRACT**

**Title:** The impact of sources of credibility on purchase intentions of different beauty product – Mediator effect of perceived quality.

**Author:** Ana Rita Cordeiro Pereira

Beauty is a very difficult concept to measure and the beauty industry used this to its advantage. In the never-ending search for beauty it is crucial for brand to understand which is the best way to speak to the consumers and which is the most efficient way to make sure the message is being delivered to the consumer. The aim of this research is to find out what is the best character to use in and advert for both a new and an established product.

Through an online pre-test and survey, the author aggregated enough information to study the relation between the variables. The respondents were exposed to two different ads. The first containing only the product, a moisturizing cream. The second advert contained the face of an influencer representing a source of credibility. There were two products being tested. A new one, H2O and an established one NIVEA. There were also three sources of credibility being tested: attractiveness, expertise and trustworthiness.

The data analysis was performed through independent t-test and through the operation of PROCESS.

Opposing to what is expected and was mentioned in the literature, attractiveness did not have an impact on what respects the established product. Additionally, and surprisingly, all the influencers have an impact in the purchase intentions of the new product but never on the established

Simplifying, for the Portuguese market, influencers have a higher impact in new products.

## SUMÁRIO

**Título:** O impacto das fontes de credibilidade nas intenções de compra de produtos de beleza-efeito moderador da qualidade percebida.

**Autor:** Ana Rita Cordeiro Pereira

Beleza é um conceito muito complicado de definir e a indústria da beleza tem usado esse facto para vantagem própria. A infindável procura pela beleza é crucial para as marcas compreenderem a melhor maneira de chegarem ao consumidor assim como a maneira mais eficiente de fazerem a mensagem chegar ao consumidor. O objectivo desta pesquisa é descobrir qual é a melhor figura para usar em campanhas promocionais tanto em novos como em produtos estabelecidos no mercado.

Através de um pré-teste e de um inquérito online o autor recolheu a informação necessária para estabelecer a relação entre as variáveis. Os participantes foram expostos a duas campanhas diferentes. A primeira continha apenas o produto, um hidratante fácil. O segundo continha apenas a imagem de um influenciador que representava uma fonte de credibilidade. Estavam dois produtos a serem testados. Um novo, H2O e um estabelecido NIVEA. As fontes de credibilidade a serem testadas são: atractividade, especialidade e confiança.

A análise dos dados foi feita através de t-tests de amostras independentes e no programa PROCESS.

Em oposição ao que era esperado e ao mencionado na literatura, atractividade não teve impacto no que diz respeito ao produto estabelecido. Adicionalmente, e surpreendentemente, todos os influenciadores tiveram impacto no produto novo e nunca no produto estabelecido no mercado.

Simplificando, no mercado português, os influenciadores têm um impacto apenas em novos produtos.

## **ACKNOWLEDGEMENTS**

**It was a long way since the day I step foot on that classroom at Católica.**

I would like to start my acknowledgements thank to my supervisor, Professor Paulo Romeiro for every hour spent in this journey with me. Thank you for never giving up on me even after all the setbacks, and thank you for your advices for this project.

Secondly, I would like to thank to my parents. Thank you for being such a great role model of persistency and hard work. Without you nothing would have been possible. Thank you for supporting me through the bad moments and for never giving up on this big project. Thank you for giving me the opportunity to study at such an amazing school and to follow my dreams.

To my partner, Bernardo, thank you for all the smart advice, the sleepless nights and for every kind word. Thank you for always being there every time I felt demotivated.

To my brother, Paulo. Thank you for setting the bat so high and thank you for always being there for always making me laugh.

To all my friend that have never stopped asking about my project and that have spent hours trying to understand it, my deepest thanks.

## TABLE OF CONTENTS

<b>SUMÁRIO .....</b>	<b>III</b>
<b>ACKNOWLEDGEMENTS.....</b>	<b>IV</b>
<b>TABLE OF CONTENTS .....</b>	<b>V</b>
<b>TABLE OF FIGURES .....</b>	<b>VII</b>
<b>TABLE OF TABLES .....</b>	<b>VIII</b>
<b>TABLE OF APPENDICES .....</b>	<b>ERRO! MARCADOR NÃO DEFINIDO.</b>
<b>CHAPTER 1: INTRODUCTION.....</b>	<b>1</b>
1.1 BACKGROUND AND PROBLEM STATEMENT .....	1
1.2 PROBLEM STATEMENT.....	2
1.2 RELEVANCE .....	3
1.4 RESEARCH METHODS .....	3
1.5 DISSERTATION OUTLINE .....	4
<b>CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK.....</b>	<b>5</b>
2.1 ENDORSERS IN ADVERTISING.....	5
2.1.1 CELEBRITY ENDORSER .....	5
2.1.2 THE PRODUCT EXPERT .....	6
2.1.3 THE TYPICAL CONSUMER .....	6
2.1.4 INFLUENCERS.....	6
2.2 ATTRACTIVE VS. NON-ATTRACTIVE MODELS .....	7
2.3 TYPES OF BEAUTY PRODUCTS: BEAUTY ENHANCERS VS. BEAUTY PROBLEM-SOLVERS .....	7
2.4 THE MATCH-UP THEORY AND CONGRUENCY .....	8
3. BRAND EQUITY .....	9
3.1 BRAND EQUITY DIMENSION .....	10
3.1.1 BRAND AWARENESS .....	11
3.1.2 BRAND ASSOCIATIONS .....	11
3.1.3 PERCEIVED QUALITY .....	11
3.1.4 BRAND LOYALTY .....	12
4. PURCHASE INTENTIONS .....	12
SUMMARY AND RESEARCH HYPOTHESIS .....	13
<b>CHAPTER 3: METHODOLOGY.....</b>	<b>15</b>
3.1 RESEARCH APPROACH.....	15
3.2 SECONDARY DATA .....	15
3.3 PRIMARY DATA .....	15
3.3.1 DATA COLLECTION.....	17
3.3.2 MEASUREMENT / INDICATORS .....	17
3.3.3 DATA ANALYSIS .....	18
3.3.3.1 PRE-TEST .....	19
3.3.3.2 QUESTIONNAIRE .....	19
<b>CHAPTER 4: RESULTS AND DISCUSSION .....</b>	<b>21</b>

4.1 RESULTS .....	21
4.1.1 DESCRIPTIVE STATISTICS .....	21
4.1.2 SAMPLE CHARACTERISTICS: DEMOGRAPHICS AND SHOPPING HABITS .....	22
4.1.3 CONSTRUCTS' RELIABILITY .....	23
4.1.4 SOURCES OF CREDIBILITY .....	24
4.1.4.1 RESULTS OBTAINED FROM THE PRE-TEST .....	24
4.1.4.2 VERIFICATION OF THE RESULTS OBTAINED ON THE PRE-TEST.....	26
4.1.5 RESULTS FROM THE HYPOTHESIS TESTED.....	27
4.1.5.1 NORMALITY TEST .....	29
4.2: TESTING HYPOTHESIS: PAIRED SAMPLE T-TEST .....	31
4.3: TESTING HYPOTHESIS: MEDIATOR ANALYSIS WITH SPSS PROCESS. ....	35
<b>CHAPTER 5: CONCLUSIONS AND LIMITATIONS .....</b>	<b>40</b>
5.1 MAIN FINDINGS & CONCLUSIONS .....	40
5.2 MANAGERIAL / ACADEMIC IMPLICATIONS.....	42
5.3 LIMITATIONS AND FURTHER RESEARCH .....	42
<b>REFERENCE LIST .....</b>	<b>I</b>
<b>APPENDICES .....</b>	<b>V</b>
APPENDIX 1 QUESTIONNAIRE – ORIGINAL VERSION IN PORTUGUESE.....	V

## TABLE OF FIGURES

Figure 1: Conceptual Model .....	14
Figure 2: Characters used in the Pre-test.....	16

## TABLE OF TABLES

Table 1: Constructs used in the Research.....	18
Table 2: Results on Attractiveness of the Pre-Test .....	25
Table 3: Results on Trustworthiness of the Pre-test .....	25
Table 4: Results on Expertise from the Pre-Test .....	26
Table 5: Verification of the Results from the Pre-test .....	27
Table 6: Purchase Intention of H20 .....	28
Table 7: Purchase Intentions of NIVEA.....	28
Table 8: Perceived Quality of H20 .....	29
Table 9: Perceived Quality of NIVEA .....	29
Table 10: Normality Test results .....	30
Table 11: The impact of attractiveness in the purchase intentions of an established product.....	31
Table 12: The impact of attractiveness on the purchase intentions of a new product .....	32
Table 13: The impact of expertise on the purchase intentions of an established product .....	32
Table 14: The impact of expertise on the purchase intentions of a new product .....	33
Table 15: The impact of trustworthiness on the purchase intentions of an established product.....	34
Table 16: The impact of trustworthiness on the purchase intentions of a new product .....	34
Table 17: The mediator effect of perceived quality on the impact of attractiveness over the purchase intention of an established product.....	35
Table 18: The mediator effect of perceived quality on the impact of attractiveness over the purchase intention of a new product .....	36
Table 19: The mediator effect of perceived quality on the impact of expertise over the purchase intention of a establish product. ....	36
Table 20: The mediator effect of perceived quality on the impact of expertise over the purchase intention of a new product .....	37
Table 21: The mediator effect of perceived quality on the impact of trustworthiness over the purchase intention of an established product .....	38
Table 22: The mediator effect of perceived quality on the impact of trustworthiness over the purchase intention of a new product.....	39



## **CHAPTER 1: INTRODUCTION**

### **1.1 Background and problem statement**

For my master's dissertation thesis, I have chosen to focus my research on the beauty industry and specifically on how does the source of credibility of the figures featured on the adverts affect consumers' purchase intentions.

Being a regular consumer of beauty products, a serious beauty industry lover and aspiring manager this subject has always intrigued me. Also, in the last years, we have seen all through social media a new kind of influencer arising and gaining a power that was once held only by celebrities.

Many researches have been done about the characters presented on adverts and although some authors have concluded that "what is beautiful is good", in a sense that advertisements featuring attractive models will receive higher evaluation when comparing to those who feature unattractive models (Baker & Churchill Jr, 1977), some other researchers have showed that sometimes "beauty is only skin deep". Which means that although attractive models have appositve influence in beauty enhancing products, the same cannot be expressed when referring to problem-solving products (Bower & Landreth, 2001).

Studies have showed many differences of behavior of consumers depending not only on the looks of the model featured in the ad(Bower & Landreth, 2001; Caballero & Solomon, 1984), level of knowledge on the product(Friedman & Friedman, 1979) and the on the fit between model and product type (Bower & Landreth, 2001) .

Although the model industry is still very present on today's advertising means, other kinds of endorsers are walking at a fast rate into this industry. The so called "digital influencers and Real People".

Many businesses have been thriving, just on the ideal of using ordinary people on adverts all around the world.

If companies have always strive for the efficiency of marketing expenses (Keller, 1993) why does the beauty industry still spent a great amount of money paying to a celebrity endorser if real people in advertising are being used on a more frequent basis?

The purpose of this research is to understand the impact of the different kinds of models used on advertising (celebrities or real people) on the purchase intention of beauty products.

With this project, I hope to instigate the understanding of the positive effects that different kind of influencers have on the Portuguese market, also it will assist new companies in the market on the allocation of resources. Moreover, it will further encourage companies to understand the optimal advert policy for their range of products.

## **1.2 Problem Statement**

The scope of this research is to understand to what extent is does the model featured in an advert campaign influences the purchase intention of facial care products in the Portuguese market.

It is important to understand which kind of model has the highest impact on the consumers having in consideration it's source of credibility. In addition, it is also of very significant to understand if new brand should make the investment to have a celebrity endorser, or if another strategy should be applied.

Furthermore, this research has a high focus in understanding the different strategies that should be followed by a new and an established brand.

The problem statement is further explained with the following research questions

### **RQ1: Which source of credibility has the higher impact in purchase intentions?**

With this research question, the author is trying to analyze and to understand which source of credibility is the consumer more influenced by. It is crucial to understand which are the sources of credibility that better suit this market and which are the character that better represent these sources of credibility.

### **RQ2: Does the source of credibility increases the quality perception of a product?**

Another feature that should not be forgot, is quality perception. When trying to understand the consumer, the manager should not make the mistake of thinking that he/she is only impacted by one determinant factor. For this reason, the author is going to explore on other reasons that may help on understand the overall model.

### **RQ3: Should establish and new brands follow the same endorser strategy?**

The results of the study will add much value to the knowledge that companies have today. Each situation should be analyzed with high detail and the solutions found for a product that has been in the market for a long time and that has proved its qualities, are not the same strategies that should be followed by a new product. New products have everything to prove to their customers and the easy choice would be to spend high amounts of money everywhere and with every influencer possible. But that might not be the path to follow.

## **1.2 Relevance**

The beauty industry worldwide in 2014 was worth 460 Billion USD and is estimated to be worth 675 Billion in 2020 growing at 6.4%.

The Portuguese Market is accountable for over 1000 Million euros in sales on all channels.

With beauty brands and product categories expanding every day and not only big players stimulating the market, but also smaller companies growing their client base due to their unique value proposition, it is with everyone's best interests to understand how the Portuguese market behaves and to whom do consumers trust and go to for advice.

Regarding the managerial relevance of this research, it is important to also point out that companies make a very capital-intensive investment in marketing these days. Having a celebrity endorser can account for a big share of that investment. With this, it is important to truly understand if the investment is compensating in terms of sales (represented during this research in purchase intentions) or, if some may be replaced for more efficient persona.

Influencer marketing strategies are becoming rapidly an option for brands to speak with consumers in a more authentic way. It is being seen by many as the perfect route to boost reach and relevance, but in the highly measurable world, it fails to offer the directly attributable return.

In this project, the author is trying to answer the common sentence in a company "Is this worth the investment?" and how can this return on investment be leveraged.

## **1.4 Research methods**

To answer all research questions both primary and secondary data will be used. The first step into trying to understand the problem described in the sections above a pre-test will be conducted. The aim of this pre-test will be to assure, for the Portuguese market, that

the models used in the questionnaire will reflect the sources of credibility in study. After the pre-test, a questionnaire will be prepared to assess the validity of all hypothesis and research questions.

### **1.5 Dissertation outline**

In the next chapter of my dissertation thesis you will be contemplated with the literature review. In this chapter I will be revising a part of the researches that have been done on the topic of the use of different endorsers on the advertisement of different products. Moreover, I will review the impacts that models might have on purchase intentions and perceived quality. At last on my literature review chapter and in order to understand how purchase intentions and perceived quality are important for a business, the author will review some concepts on Brand Equity, attractiveness models on advertising and what are the hypothesis that I will focus my research on.

The following chapter, and the second, of my research will consider the methodology part through which I intent to confirm my hypothesis. All the statistical tests done to approve my hypothesis will be featured in this part.

The fourth chapter of my thesis will be dedicated to the analysis of the results obtained from the last chapter, and with those some considerations will be made.

The fifth and last chapter of my thesis will contain all the conclusions of my research and what are the managerial implications of my results. Also features in this chapter will be the future research and the limitation of so.

## **CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

This chapter presents the collection of some of the researches done on the subject that relate to the research questions. The bases of this assembly were all the research and empirical studies previously done and published either on books or in reference journals.

The review onsets on the definitions of the various nature of endorsers, its proven effects on consumer's choices and some theories focused on the match between the influencer and the product. Ensuing, there is a discussion about attractive and non-attractive models used in advertising, the different kinds of products on the beauty industry and the relation between them. Moreover, the review is followed by the definition of brand equity, their various applications in the business environment and its components.

At last, here is a discussion about the effect of models on purchase intentions.

### **2.1 Endorsers in advertising**

Advertisers, when trying to find attractive individuals to be featured on to their campaign often select a Spokesperson. This individual is selected not only due to its attractiveness but also due to its likability or dynamic (van der Waldt, van Loggerenberg, & Wehmeyer, 2009).

As revealed by Kamins (1990) the use of endorsers in advertisement is widely used as part of the brand's promotional strategy. These endorsers can have a very diverse background and can be more or fewer acquaintance with the brand and the product. As part of this list we highlight the typical consumer, the product class expert or the celebrity (Friedman & Friedman, 1979), and the influencer.

#### **2.1.1 Celebrity Endorser**

The celebrity endorser is the individual who is known by the public for another activity not related with the product advertised (Friedman & Friedman, 1979). This kind of endorser is seen as a big business, due to the big positive impact it has on sales and, on a more financial point of view, a big return on stocks (Elberse & Verleun, 2012).

Previous research has showed that having a celebrity endorser supports ad receivers into linking celebrity associations with brand benefits. Although, this effect might also be negative if the celebrity endorser is related to many brands (creating dilution of the message),

or if the celebrity is part on any unfortunate event (such as driving under the influence of alcohol or consuming drugs) (van der Walddt et al., 2009).

Moreover, past research confirmed that having a celebrity endorser does not impact a high-priced image, although it is the most effective endorser when the purpose of the campaign is the increase in ad and brand recall (Friedman & Friedman, 1979).

### **2.1.2 The Product Expert**

The Product Expert is someone who has acquired a superior knowledge about a particular kind of product. This knowledge may have been achieved as a result of study or experience with the product. This kind of endorsers are featured in marketing campaigns due to their inherent expertise and credibility.

As tested by previous research, the use of Experts , has greater results when matched with complex products where there exists some kind of financial or physical risk (Friedman & Friedman, 1979).

### **2.1.3 The Typical consumer**

The typical consumer is someone that has no expert knowledge on the product but the one acquired through the use of it (Friedman & Friedman, 1979). The inherent characteristics that marketers look for in this kind of endorser is similarity, and the main goal of its use is the affinity that the consumer will hopefully feel (Simons, Berkowitz & Moyer, 1970).

Past research has found that this kind of endorser has a positive impact in ads where products of low inherent risk were demonstrated, like biscuits and cookies (Friedman & Friedman, 1979).

### **2.1.4 Influencers**

The recent breakthrough in the use of the internet as a mean of communication has enabled brands to interact with their consumers. (Uzunoglu & Misci Kip, 2014). One of those means of communication is the use of influencers. Influencers combine the main characteristics of testimonials and endorsers.

Companies are nowadays reaching to well know influencers who are perceived as experts of the industry.

## **2.2 Attractive vs. non-attractive models**

One of the first questions that comes to mind when discussing the subject of beauty is how can it be defined. The best answer found so far during this research is that beauty is in the eye of the beholder(Patzer, 1983).

This dilemma of defining beauty has caused a problem to marketers in what concerns whom to feature in the ads. Although has been recognized the positive effect in the use of physically attractive models in advertising (Joseph, 1982) In reality, another one of this author conclusion is that the majority of research done has been focused on facial attractiveness, and that alone is not the only determinant of an individual's attractiveness. For the aim of this research, the definition of physical attractiveness used along the investigation will be in line with Patzer (1983)which defined physical attractiveness as the degree to which the stimulus of someone's facial characteristics are pleasant to view.

One of the reasons that may lead to the positive effect regards the belief that attractive individuals tend to live a happier and more fulfilling life then less attractive individuals (Dion & Berscheid, 1972). In contrast, Miller (1970) concluded that attractive people have a positive effect since they are perceived "masters of their own faith". Alternatively, Joseph (1982) arguments that the positive effect observed results from the perception from consumers that highly attractive people have an internal locus of control, which means that all the situations happening in an individual's life is a direct result of their own actions.

Overall, the position of the authors regarding the effect of attractive individuals in advertising is in line with "what is beautiful is good" (Dion & Berscheid, 1972).

## **2.3 Types of Beauty products: Beauty enhancers vs. beauty problem-solvers**

To assess what should be the model used on which campaign, researchers have divided beauty products into categories. The major discrimination that can be done between these beauty-related products ascribes to the final desired outcome. (Bloch & Richins, 1992). These products are grouped into two categories: beauty problem-solvers and beauty enhancers

Products which are within the beauty problem solvers are the ones whose target is to solve or hide some kind of unpleasant characteristics such as acne scars or excess hair. Some examples of these products are shampoo and tooth paste.

Contrariwise, there are beauty enhancers. The products serve a more aesthetic purpose. They are meant to enhance the characteristics of the consumer. These variety of products can also be arranged into two separate sections: the ones who are inherently beautiful, which could be some kind of jewellery related product such as earring, or the product may only serve its purpose hence it is applied. As examples of these we can find eye-shadow, serums.

The main distinction between all of the beauty products present today is on how does the consumer perceive the utility of it since some may have a dual function. (Bower & Landreth, 2001)

## **2.4 The match-up theory and congruency**

Although many brands have chosen to integrate in their marketing strategies the use of a spokesperson or an ambassador (Kamins, 1990), it's of extreme importance that manager carefully choose wisely who this figure is going to be.

Past research has identified some theories that might help managers understand this effect.

Firstly, and according to the congruency theory, a consumer will have a positive attitude towards a product if he/she has a positive attitude towards the advert of the product (Osgood and Tannenbaum, 1955).

Kamungo and Pang (1973), proposed a need for a fit between the product advertised and the model used to do so. Moreover, if the fit was not observable it would trigger negative evaluations from the consumer.

Also, supporting the need of some tough of the subject, Peterson & Kerin (1977) proposed a model to maximize the power of communication between the ad and the consumer. The authors have also managed to demonstrate through their research that it is possible to manipulate to which degree the endorser matched the product being advertised.

In addition, the Social Adaptation theory (Kahle & Homer, 1985) refers that the way the information is displayed will influence its impact. Following research applying the theory to the celebrity endorser has showed that not only does the physical attractiveness of a celebrity endorser increases brand recall but also has a positive effect in attitude-change.



Researchers claim that these results are an effect of consumers seeing the products as a formula for attractiveness (Kahle & Homer, 1985).

Also, Kamins (1990) developed on the Match-up hypothesis suggesting that there is an optimal combination between product and spokesperson that maximizes effectiveness of the ad. In this research, the author matched the product type (attractiveness related product or attractiveness unrelated products) with the level of attractiveness of the celebrities used in the adverts. The results show that highly attractive celebrities registered higher results when paired with attractiveness related products regarding spokesperson credibility. In contrast, for attractiveness unrelated products no evidence of high results was found for the two types of celebrity endorsers.

Regarding these theories, preceding research by Till & Busler (2000) propose that, differently to what was expected, the “expert effect” had showed to be more important than the “attractiveness effect” in the decision of matching the brand with an endorser. As a suggestion for these findings the author recognize that, especially in the beauty industry, tend to think that an attractive people is also an expert.

### **3. Brand Equity**

Brand Equity (BE) is a famous subject among researchers and has been studied ever since 1980 (Cobb-Walgren, Ruble, & Donthu, 1995). The aim to study these subjects relates to the desirable efficiency of marketing expenses (Keller, 1993). Much has been discussed about the subject and by very different authors is really different perspectives. If some focus their research on the financial side as Simon and Sullivan (1990), others like Keller (1993) have developed a more managerial approach. Moreover, Martin and Brown (1990) have previously conceptualized brand equity has having five dimensions: commitment, trustworthiness, image, value and perceived quality.

According to Keller (1993), BE is generally defined by the marketing impact related exclusively to the brand.

Alternatively, Aaker (1996) defends that brand equity should be defined as an assortment of assets and liabilities associated to a brand’s name. Moreover, so that any definition is meaningful, the brand must be significant to the consumer (Keller, 1993).

Several authors have developed on the concept of *Customer-based Brand Equity (CBBE)*. CBBE is defined to be the “differential effect of a brand knowledge on consumers’ response to an element of the marketing mix” (Kamakura & Russell, 1993; Keller, 1993).

Keller's (1993) defends that CBBE is a response of a consumer to the various elements of the marketing mix and that is only present when the consumer has some kind of familiar relationship with the brand. In its research, Keller (1993) compared customer’s reaction to one element of the marketing mix of a brand with the same marketing mix of a fictional brand.

According to Keller (1993), this concept had a greater advantage since enables *marketeers* to specifically understand how much do their marketing strategies contribute to the increase in value of their brand. Additionally, this concept also enables managers to understand the impact of marketing strategies in consumers’ brand knowledge and how well are brand associations established in consumers’ minds.

Keller (1993) bestowed two procedures to measure CBBE: the direct and indirect approach.

The first one suggests targeting consumers’ responses to diverse components of a brands’ marketing strategy, whereas the second one proposes the determination of presumed equity builders.

Also, according to the author when consumers react in a positive (negative) ways towards an element of the marketing mix, this reaction has a positive (negative) impact on the brand. The more favorable, unique and strong brand associations are, the greater is CBBE.

### **3.1 Brand Equity Dimension**

Brand Equity is a complex conception and just like its definition, there are many views on how can it be constructed. (Calvo-Porrá, Martínez-Fernández, Juanatey-Boga, & Lévy-Mangén, 2015). Adding on that knowledge, Keller (1993) proposed that brand equity dwells of brand knowledge, composed by brand awareness and brand image.

For the purpose of this dissertation, the author will follow Aaker's (1996) approach. The writer arranged brand equity in five dimensions: brand awareness, brand associations, perceived quality, brand loyalty and other proprietary brand assets.

### **3.1.1 Brand Awareness**

Brand awareness is defined by the capacity of the consumer to acknowledge a brand as part of a certain product. Having a high level of brand awareness indicates that the consumer can identify the brand at the point of sale and easily link the product with the brand (Aaker, 1996)

Moreover, Keller (1993) characterized brand awareness by decomposing it into two dimensions. The first dimension is brand recall and the second one brand recognition. Brand recall relates to the capability of the consumer to recapture the brand whenever the need for the category arise. The succeeding dimension is brand recognition and this dimension relates to the aptitude of the consumer to remember a preceding exposure to brand, when given a certain brand inkling.

Brand awareness is a crucial element of consumer decision-making process considering the important of remembering the brand on any purchase occasion, furthermore, brand awareness affects the development and tenacity of brand associations (Keller, 1993).

### **3.1.2 Brand Associations**

Aaker (1996) defined brand association has any connection to a brand stored in memory. Brand associations not only store the meaning of a brand for the consumer but also represent the characteristics of the products and the brand (Chen, 2001).

Brand associations are usually organized in a meaningful, favourable and unique way. This associations create value for the company by differencing it from other competitors, creating positive attitudes and providing reasons to purchase the product (Aaker, 1991).

### **3.1.3 Perceived Quality**

Perceived Quality is usually seen as a primary dimensions of customer-based brand equity (Aaker, 1996). Regarding this dimension and contrary to the first impression, perceived quality regards the global perceived quality of the products and his advantage when comparing to other alternative products (Zeithaml, 1988).

According to Aaker (1996) high levels of perceived quality results in valid reasons for the consumers to choose the brand, and for the brand to both charge a premium price and have a wider and solider support for the creation of brand extensions. Moreover, many

professionals have recognized the importance of this dimensions within every decision (Morton, 1994).

Important indications for consumers at the moment of perceived quality formation are: packaging, price, product characteristics, past purchase experiences, brand producer and advertising (Jacoby, Olson, & Haddock, 1971).

#### **3.1.4 Brand loyalty**

Aaker (1991), defined brand loyalty as the centre and the main elements of brand equity. Adding on that knowledge Keller, (1993) describes brand loyalty as any favourable circumstance results in recurring buying behaviour.

This dimension can be defined by two approaches: the behavioural and the attitudinal perspective.

The behavioural perspective regards the degree to which a consumer focuses his purchases of a particular product in one single brand (Schoell and Guiltinan, 1990). The attitudinal perspective regards the option of acquiring a product of a brand considering it as first choice (Oliver, 1997).

Brand loyalty is a dimension that brings extensive value for a brand considering it provides loyal and frequent consumers (Bowen and Shoemaker, 1998; Aaker 1991).

### **4. Purchase Intentions**

When looking for a product, there are certain characteristics that influence consumer's perceptions of the product and at last influence consumers purchase intentions. Some of these characteristics may be price, quality and value (Chang & Wildt, 1994).

The ultimate goal of advertising is to increase sales. To reach this goal and to induce consumers to buy the product there are a various number theories about what should be featured in the ad in order to maximize the purchase intentions of a client.

There have been many researchers that have focus their work on how do the features of the ad affect the purchase intentions. Caballero & Solomon (1984), tested the reaction of consumers on two types of products (low and high involvement products) to and attractive and an unattractive model. They have concluded that attractiveness does not drive sales increase in high involvement products and, surprisingly, unattractiveness had an impressive positive effect in the results of sales increase of the low involvement product.

With some different results, possibly due to the different products used in the research, Baker & Churchill Jr (1977) concluded that attractive models do have a positive impact on purchase intentions. In addition, the authors also mention that this effect increases when the subject being evaluated is a woman and the model in the ad is an attractive man

### **Summary and Research Hypothesis**

Previous research has focused on the impact of using attractive endorsers (celebrities or other models) on advertising different types of products, or what is the best match between the levels of perceived trustworthiness of the endorser and its impact on the different types of products. The subject that has not been studied is to what extent is the investment in a celebrity endorser (or other kind) is worth for the brand. For these reasons and in order to try to close the gap, once the past research has not been focusing on the effect of different endorser on perceived quality and on purchase intentions, the hypothesis for this research are as follows:

H1AA: Attractiveness has a positive impact in purchase intentions of an established product.

H1AB: Attractiveness has a positive impact in purchase intentions of a new product.

H1BA: Expertise has a positive impact in purchase intentions of an established product.

H1BA: Expertise has a positive impact in purchase intentions of a new product.

H1CA: Trustworthiness has a positive impact in purchase intentions of an established product.

H1CB: Trustworthiness has a positive impact in purchase intentions of a new product.

H2AA: Attractiveness has a positive impact in purchase intentions of an established product, mediated by perceived quality.

H2AB: Attractiveness has a positive impact in purchase intentions of a new product, mediated by perceived quality.

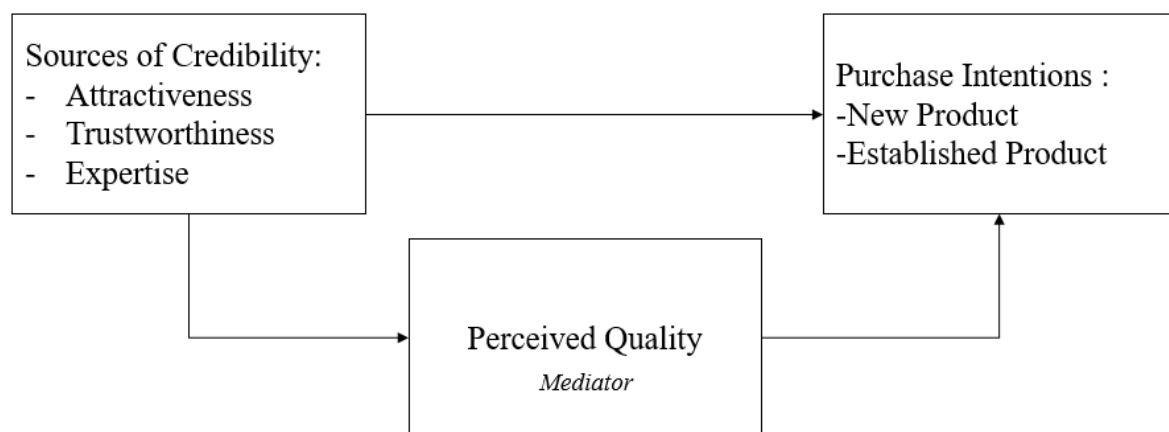
H2BA: Expertise has a positive impact in purchase intentions of an established product, mediated by perceived quality.

H2BB: Expertise has a positive impact in purchase intentions of a new product, mediated by perceived quality.

H2CA: Trustworthiness has a positive impact in purchase intentions of an established product, meditated by perceived quality.

H2CB: Trustworthiness has a positive impact in purchase intentions of a new product, meditated by perceived quality.

After all the hypothesis have been described, it is now possible to assimilate it all on a scheme:



*Figure 1: Conceptual Model*

## **CHAPTER 3: METHODOLOGY**

In Chapter 3, the author will expose and define the methodology performed during the study of the subject and how where the hypothesis presented in chapter 2 studied.

### **3.1 Research Approach**

Regarding research methods, there are three approaches that can be used: Descriptive, Exploratory and Explanatory (Saunders, Lewis, & Thornhill, 2009)

Descriptive methods try to understand, characterize and analyse situation, characters or products in further specific ways using data collected from samples. The evidences (data) collected from the samples can be organized in both qualitative and quantitative ways. The main purpose of this type of model is not to make a prognosis but rather to collect evidences.

The objective of my thesis is to understand which type of source of credibility will generate the higher purchase intention for both new and existing brands, and to achieve the goal of answering to the research questions mentioned above, several approaches were implemented.

The first approach used was the application of descriptive to try to understand what has been studied through the times. By recognizing that previous research has not been done in the subject in Portugal the next step was to focus on exploratory research.

The following step of this research was the realization of a pre-test. This approach allowed me to understand which figures best represented each source of credibility.

After that stage, and to accurately study the hypothesis, a questionnaire was distributed. This method allowed the author to understand the effect that the various models had on purchase intentions, as well as how the figures impacted perceived quality.

### **3.2 Secondary Data**

Secondary data regards the data that has already been collected in previous researches and studies. The main objective of this tool is to confirm and highlight the results found during an experiment.

### **3.3 Primary Data**

Primary data evidences information that has been collected by the researcher. In order to achieve this data various mean can be used such as questions and experiments.

During my research, primary data was the main type of data used to draw conclusion. This data was achieved, as mentioned above, through the distribution of both a pre-test and a questionnaire.



*Figure 2: Characters used in the Pre-test*

The main objective of the pre-test was to try to understand which models did respondents perceived has having certain source of credibility. This pre-test examined the perception of respondents on attractiveness, trustworthiness and expertise of 11 models. The model was selected in a random way only having in consideration the heterogeneity of the group, with some of the characters being familiar faces of the public and other don't.



The figures that accounted for the higher scores in each of the credibility sources were than selected to be part of different print adverts in the main survey. The characters selected to be featured in the pre-test are as follows:

The fundamental aim of the survey is to understand which model has a higher impact in both purchase intentions and perceived quality both in a new product (H2O) and in an established product (Nivea). For the elaboration of this survey a product brand, H2O was created in addition with eight printed adverts.

### 3.3.1 Data Collection

The data collection will be executed through two different means. The first one is the pre-test. After having collected the images that best represent the three sources of credibility (trustworthiness, expertise and attractiveness) in the pre-test the next step of data collection is the distribution of a questionnaire.

Regarding the population defined to this research, it can be described has Portuguese individuals who have ever experienced the intention of purchasing a facial moisturizer.

### 3.3.2 Measurement / Indicators

There various types of data collections used in this researched were structures based on previous investigations. The constructs used, are explained in the table 1. For the evaluation of the constructs, a 5-point Likert scale with a neutral point was used to follow previous research methods.

<b>Source of Credibility</b> (Ohanian, 2011)		
Measured on a scale from 1-5, 1= strongly disagree and 5= strongly agree		
Attractiveness	Trustworthiness	Expertise
1.This model is attractive	6.This model is dependable	11.This model is an expert
2.This model is classy	7.This model is honest	12.This model is experienced
3.This model is beautiful	8.This model is reliable	13.This model has knowledge
4.This model is elegant	9.This model is sincere	14.This model is qualified
5.This model is sexy	10.This model is trustworthy	15.This model is skilled

<b>Purchase Intentions</b> (Tong & Hawley, 2009)
Measured on a scale from 1-5, 1= strongly disagree and 5= strongly agree
16. I would buy product X.
17. I am likely to buy product X.

Perceived Quality (Dodds, Monroe, & Grewal, 1991)
Measured on a scale from 1-5
18.The likelihood that the product would be reliable is (very low to very high) 19. The workmanship of product would be (very high to very low) 20.This product would be of (very high quality to very low quality) 21.The likelihood that this product is dependable is (very low to very high) 22. This product would seem to be durable (strongly agree to strongly disagree)

*Table 1: Constructs used in the Research*

The constructs were used for the evaluation of the stimulus. To each respondent was showed a series of three adverts always containing the product and the models portraying the source of credibility. To guaranty that the respondent would not be affected, the stimulus showed would only represent one of the two brands featured in this research.

The stimuli featured in the research are represented in the next figure.



*Figure 3: Adverts presented in the questionnaire*

### 3.3.3 Data Analysis

The next step after the collection of secondary data, was the preparation and distribution of a pre-test and a questionnaire to assess which type of source of credibility had the biggest impact on purchase intentions of a new and established product and if variables like quality perception was a mediator of the model.

After the collection of secondary data, was clear that there was a need to understand who Portuguese consumers attribute has characters with the three sources of credibility (attractiveness, expertise and trustworthiness).

#### **3.3.3.1 Pre-Test**

To understand which characters were perceived to have the highest level of the three sources of credibility selected to the study (trustworthiness, attractiveness and expertise) a pre-test was designed and distributed. It consisted in the evaluation of 11 pictures (See Figure 1) within the constructs of attractiveness, expertise and trustworthiness previously tested by Ohanian (2011) in a 5-point likert scale. This test was experiences by 80 people and the figures with the higher mean within each category were then selected to be featured in the questionnaire (See appendix x).

To evaluate the figures that best fitted each source of credibility, a comparison of means was used. This method assists on the comparison between two objects (Malhotra & Briks, 2007). The picture in each category that had the highest value was then used as the face of the advert in the questionnaire.

Once the results were obtained, the next step was the construction and distribution of the questionnaire.

#### **3.3.3.2 Questionnaire**

This inquiry was designed to understand which scenario has the higher impact in purchase intentions: having a model perceived in attractive, expertise, trustworthiness or just a product. Furthermore, there was also a need to asses if this relation was different in establish or new products. At last, there was also the need to understand if the perceived quality of the product mediated the model.

Once again, the constructs used for the evaluation of attractiveness, trustworthiness, expertise, purchase intentions and perceived quality where previously testes as has been explained in the previous chapter.

The faces showed in each stimulus where re-tested to ensure that the previous respondents perceptions' where confirmed.

The questionnaire began with a question concerning invalid answers. All the respondents were asked if there has ever been a trip to the supermarket when they intended to

purchase a hydrating face cream. After this step, all the respondents faced a control question (where only the product was featured) and a question where the stimulus (the face of the model) as featured.

The analysis of the model will be divided into four parts.

The first analysis being performed will help us understand to what extend do the sources of credibility affect the purchase intentions and perceived quality of the products showed in the ads. This analysis will be performed through a descriptive analysis of the data collected.

The second relationship that is going to be analyzed is between the source of credibility (trustworthiness, attractiveness and expertise) and the purchase intention showed by the respondent. These connections will be tested through a paired samples t-test. This procedures analyses two sets of observations relating to the same respondents (Malhotra & Briks, 2007). The test will compare the control group with each of the groups that has seen the advert with the model.

The fourth part of the analysis will consist in exploring on the possibility of having a mediator in the model studied. For that reason, the linear regression previously calculated. A mediator is another variable that explains the relationship between the dependent variable and the independent variable (Baron & Kenny, 1986). In this research, the investigation will focus on understanding if perceived quality may explain the effect that the different models (each one caring its one's source of credibility), have in the purchase intentions of the beauty cream.

This last part of the analysis will be performed with the assistance of SPSS Process.

On the next chapter of my research, the analysis of all the hypothesis will be performed and described.

## **CHAPTER 4: RESULTS AND DISCUSSION**

Once the techniques of how the results for the research will be obtained were described and after the application of the resources used, the data was extracted from the survey and the pre-test, and the results were analyzed. In this next chapter, they will be presented. It is only in this chapter that simple numbers will be transformed into knowledge and hopefully will be used to sustain managerial implication in the future.

Firstly, a descriptive characterization of both the pre-test and the main questionnaire will be conducted, followed by the separated analysis of which on the hypothesis formed before, in chapter 2.

### **4.1 Results**

This next section of results will be presented by chronologic order, which means that the results of the pre-test will be presented before the results of the main survey. Also, the results will always be presented according to the hypothesis formed and being evaluated and on the type of product being studied. As mentioned before, there were two types of products used in this research. The first, NIVEA, a market established brand and H2O, a new and unknown brand.

The first section will be utilized by the author to describe the variables in a more descriptive mode, which might help to unveil some concealed information. Initially each variable will be considered separately running a univariate data analysis.

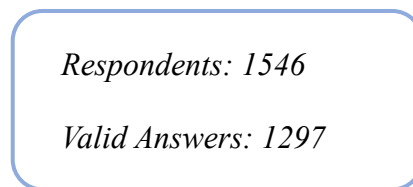
Subsequently, a confirmatory analysis will be run by the author through a series of t-tests. These tests will help the author understand how does the character (dependent variable) impact the independent variable (the purchase intentions of the products).

#### **4.1.1 Descriptive Statistics**

For this research, two methods of analysis were conducted: a pre-test and a survey. The first step for the elaboration and running of the pre-test. The objective of this research was the need to find the three characters that were best capable of representing the three sources of credibility. In what respects the pre-test, 61 respondents completed the survey having 100% of valid questions. The sample size of this pre-test follows previous research by Till & Busler (2000) and has been collected in a simple random sample technique in which

each of the elements of the population have the same probability of responding to the test (Malhotra & Briks, 2007).

Regarding the questionnaire, 1546 respondents replied to it although only 1297 valid questions were accounted as valid questions. These answers were not considered valid once the respondents have not finished the questionnaire or have said that they had never bought, or considered buying the products in study. The sample technique used to this questionnaire was in line with the one used in the pre-test, which means that a simple random sample technique was applied. According to Malhotra (2007), in the procedure of testing adverts, each one of the stimulus must have a sample between 200-300 respondents, which is in line with the research.

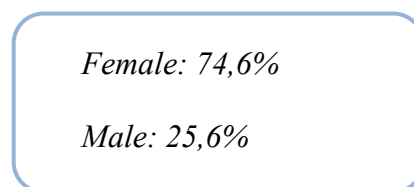


***Figure 3 : Respondents and valid Answers***

#### **4.1.2 Sample Characteristics: Demographics and Shopping habits**

In what regards the questionnaire, there were three demographic variables being studied. These were: age, sex and monthly income.

Regarding sex, and as featured in figure, 74,6% of the respondents were female contrasting with only 25,6% of male respondents.



***Figure 4 : Distribution by Respondent's sex***

In respect to age, and as showed in table x, the category with the higher level of respondents was the 16- 30 years old with 82,1% of reactions in this category. The remaining categories did not have such significance, being the category of >15 the one with the lowest representation (1,9%).

As expected, and after observing the age category with the highest number of responses, the majority of respondents (56,7%) belonged to the range of >500€ followed by the 501€ to 1000€ with 20,8% of respondents. Moreover, the final three categories, 1001€ to 1500€, 1501€ to 2000€ and more than 2000€ represented respectively 11,7%, 6,8% and 4,1%.

In what respect shopping habits, 78% of respondents expressed their intention to buy a face care product in one of their shopping trips, and contrasting, 22% of respondents have declared that they have never intended to buy any of those products.

#### **4.1.3 Constructs' Reliability**

To assure that the analysis of these hypothesis, it is mostly important to accomplish a reliability test. This nature of test guarantees that the constructs used in the test are valid. To validate the performance of the test, there was a need to assemble the data into three categories. Each of the group was tested for reliability. The results of the test are described below and the value of the Cronbach's alpha mentioned.

*Attractiveness.* Respondents of the survey were enforced into evaluating this construct by apprising the level of attractiveness of the characters. The declarations were: "This model is attractive"; "This model is classy"; "This model is beautiful"; "This model is elegant"; "This model is sexy". The results from the Cronbach's alpha were 0,904.

*Trustworthiness.* In this construct, the respondents were required to evaluate each one of the characters on their level of trustworthiness. The construct was explained by the following statements: "This model is dependable"; "This model is honest"; "This model is reliable"; "This model is sincere"; "This model is trustworthy". The reliability test was run, and the results of the Cronbach's alpha was 0,911.

*Expertise.* The construct of expertise asked the respondents to evaluate the level of expertise of the models used on the Ads. The construct was composed by the following statements: "This model is an expert"; "This model is experienced"; "This model has knowledge"; "This model is qualified"; "This model is skilled". The Cronbach's alpha of this construct is 0,945.

*Purchase Intentions.* In the next construct, the respondents were asked to evaluate the purchase intentions of each of the ads answering two questions: “I would buy product X”; “I am likely to buy product X”. The results from this construct regarding the Cronbach’s alpha were 0,938.

*Perceived Quality.* The last construct being appraised in this subject inquired the respondent to evaluate each of the product regarding its quality. The questions that composed these constructs were as follows: “The likelihood that the product would be reliable is (very low to very high)”; “The workmanship of product would be (very high to very low)”; “This product would be of (very high quality to very low quality)”; “The likelihood that this product is dependable is (very low to very high)”; “This product would seem to be durable (strongly agree to strongly disagree)”. The results for the Cronbach’s alpha were 0,89.

So that the results from the Constructs are considered valid, the results from the test must be higher than 0,6. Additionally, if the values of Cronbach’s alpha fall on the range between 0,80 and 0,89 the results of the investigation are seen as having very good consistency (Malhotra & Briks, 2007). This level of consistency is even higher if the values of the Cronbach’s alpha are higher than 0,9.

As described above, all the results from the constructs were higher than 0,8. This shows that the research is of high consistency and is possible to continue with the study since all variables are valid.

#### **4.1.4 Sources of Credibility**

##### **4.1.4.1 Results obtained from the Pre-test**

The principal objective of the pre-test was to find a character that would better represent the three different sources of credibility.

By analyzing the result in table 2, we can observe that the Sara Sampaio was the character with the highest results, with a mean of 4.6471 points out of 5. This character was also the one who has scored the lower value of standard deviation.

The scores from the remaining characters are also presented in table 2.



Attractiveness		
Character	Mean	Std. Deviation
Sara Sampaio	4,65	0,40
Jennifer Anniston	4,55	0,55
Claudia Vieira	4,45	0,49
Random Girl	3,94	0,71
Random woman	3,85	0,77
Female dermatologist	3,67	0,64
Oprah	3,57	0,72
Lily Pebles	3,56	0,75
Random Expert	3,28	0,56
Anna	3,25	0,51
Male dermatologist	2,76	0,58

*Table 2: Results on Attractiveness of the Pre-Test*

The outcome of this analysis is that, Sara Sampaio was perceived to be the most attractive character not only by the comparison of means, but was also the character that obtained the lower discrepancy of evaluation. This is the reason why Sara Sampaio was presented as the attractive character in the main survey.

Regarding the study of second source of credibility, trustworthiness, by looking at table 3 it is observable that Oprah stands out by being the character with the highest scores, 3,8. These results made me conclude that out of all characters Oprah is the one that is perceived as having a higher level of trustworthiness, for this reason, Oprah has the character selected to represent trustworthiness in the main survey.

Trustworthiness		
Character	Mean	Std. Deviation
Oprah	3,80	0,50
Female dermatologist	3,68	0,58
Jennifer Anniston	3,68	0,71
Male dermatologist	3,52	0,66
Random woman	3,52	0,82
Anna	3,50	0,54
Sara Sampaio	3,35	0,83
Lily Pebles	3,31	1,01
Claudia Vieira	3,24	0,69
Random Expert	3,23	0,35
Random Girl	3,09	0,50

*Table 3: Results on Trustworthiness of the Pre-test*

The last conclusion that need to me performed by this pre-test was the definition of the character that would better represent the third source of credibility being studied: Expertise. With an average of evaluation of 3,92, the figure of a blond dermatologist was the figure that respondents chose to represent this source the best.

Expertise		
Character	Mean	Std. Deviation
Female dermatologist	3,92	0,75
Oprah	3,89	0,58
Jennifer Anniston	3,75	0,54
Male dermatologist	3,60	0,68
Cláudia Vieira	3,50	0,83
Sara Sampaio	3,40	0,77
Random woman	3,30	0,84
Anna	3,15	0,48
Lily Pebbles	3,08	0,98
Random expert	2,97	0,66
Random Girl	2,88	0,60

*Table 4: Results on Expertise from the Pre-Test*

#### **4.1.4.2 Verification of the results obtained on the pre-test.**

In order to verify the results, obtain in the pre-test, the author began the questionnaire by asking the respondents to, once again, evaluate each of the models in the three sources of credibility (attractiveness, trustworthiness and expertise). The results of the comparison of means are available in Table 5.

Attractiveness		
Character	Mean	Std. Deviation
Sara Sampaio	4,13	0,78
Female dermatologist	3,40	0,85
Oprah	3,60	0,87

<b>Trustworthiness</b>		
Character	Mean	Std. Deviation
Sara Sampaio	3,11	0,50
Female dermatologist	3,12	0,58
Oprah	3,74	0,71
<b>Expertise</b>		
Character	Mean	Std. Deviation
Sara Sampaio	3,00	0,75
Female dermatologist	3,36	0,58
Oprah	3,22	0,54

*Table 5: Verification of the Results from the Pre-test*

Regarding attractiveness, the model Sara Sampaio achieved the higher results scoring a mean of 4,13, followed by Oprah with 3,6 and the Dermatologist with 3,4.

In what concerns trustworthiness, Oprah was the model attain greater results with a mean of 3,74 accompanied with the dermatologist with 3,12 and Sara Sampaio with 3,11.

Finally, on the topic of expertise, the model representing a dermatologist represented the highest ratings with a mean of 3,36 followed by Oprah with 3,22 and Sara Sampaio with 3.

#### **4.1.5 Results from the hypothesis tested.**

The study presented in these research tries to study how does the source of credibility of the character used in an advert affects the purchase intentions of beauty products. In this thesis, the author is also trying to understand how does this effect differs according with to possible scenarios: a new product in the market, or an establish one. This study is also trying to understand another effect. This second effect reflect how does the source of credulity of a character influences the quality perception of the product.

Accordingly, to this description of effects that will be studied, a descriptive analysis of the variables was performed. As presented in the next tables and as applied in the questionnaire, respondents evaluated the following construct on a Likert-scale from 1 to 5.

	<b>Purchase Intentions H2O</b>		
	N	Mean	St. Deviation
Oprah	174	3,24	0,95
Female dermatologist	158	3,18	1,00
Sara Sampaio	171	3	1,11

*Table 6: Purchase Intention of H2O*

	<b>Purchase Intentions NIVEA</b>		
	N	Mean	St. Deviation
Oprah	172	3,45	1,02
Female dermatologist	165	3,45	1,02
Sara Sampaio	171	3,4181	0,93

*Table 7: Purchase Intentions of NIVEA*

By analyzing in detail, the past tables (Table 6 and 7) on purchase intentions, it is observable that there is no significant difference between the results obtained in the new product (H2O) regarding the three sources of credibility: Oprah (M= 3,24; SD= 0,95); the Dermatologist (M=3,18; SD= 1) and Sara Sampaio (M=3; SD= 1,11). In this table the observable is that, unexpectedly all the values for the standard deviation are very high.

In what concerns the table referring to the established product, NIVEA, the results are very similar with the past table. In this occasion the representatives of the three sources of credibility have also accounted for very parallel outcomes: Oprah (M= 3,45; SD=1,02); the Dermatologist (M= 3,45; SD1,02); and Sara Sampaio (M= 3,42 ; SD= 0,93) have scored results that may prove that the respondents did not have many homogenous answers

The following tables (8 and 9) concerned the perceives quality of the two products being studied.

<b>Perceived Quality H2O</b>
------------------------------

	N	Mean	St. Deviation
Oprah	174	3,26	0,56
Female dermatologist	158	3,12	0,65
Sara Sampaio	171	3,1181	0,65

Table 8: Perceived Quality of H2O

	Perceived Quality NIVEA		
	N	Mean	St. Deviation
Oprah	171	3,65	0,54
Female dermatologist	165	3,74	0,56
Sara Sampaio	172	3,7756	0,57

Table 9: Perceived Quality of NIVEA

Regarding H2O, the results are not so different from the previous tables. The three figures of the sources of credibility accounted for similar results (Oprah M=3,26 SD=0,56; Dermatologists M=3,12 SD=0,65) and Sara Sampaio (M=3,12 SD=0,65). The lower values on standard deviations may evidence that respondents had more homogeneous answers.

Concerning the new product, H2O, the results were somehow stronger. All the characters accounted for higher results (Oprah M=3,65 SD=0,54; Dermatologist M=3,74 SD=0,56 and Sara Sampaio M=3,78 SD=0,57).

After the descriptive analysis made, the author can very previously state that there is no character or product that stand out from the group.

#### 4.1.5.1 Normality Test

To further understand which is the character that has a higher impact on purchase intentions and perceived quality, the author still needs to run an independents sample t-test. This teste will help ensure the authenticity of the research hypothesis.

This kind of test are run under the assumption that the population follows a Normal, Binomial or Poison distribution. This rule shows that only interval or ratio data can be exploit (White and Rayner, 2014). Another characteristic of the sample should be taken in consideration, it is the homogeneity of the variances. The test chosen to make sure the population follows all the rules mentioned above was the Shapiro-Wilk test.

To perform a Shapiro-Wilk test some other test need to be performed. This test also has some assumptions underlying. The assumption that the variances are equal throughout the sample is present in this test. So, and to overcome this obstacle, a Levene's Test will be conducted.

The results of this test, according to Saunders and colleagues (2009), show that when the level of significance is lower than 0,05 that the variances are assumed to be equal which results that the two samples being tested have identical variability. On the other hand, when the level of significance records a higher value than 0,05 the variances are not similar.

So that the population follows a normal distribution the results from the tests should be as follows: The Skewness' level should be below 3 ( $SK < 3$ ) and the Kurtosis level below seven ( $K < 7$ ). Once these values are calculated and found to be true, it means that the deviations aren't severe so it is possible to approximate the sample to a normal distribution.

Once all of these conditions are met it is now the time to pursue with the investigation and reach the next step: the parametric tests (Kline, 1998).

As observable in the table below, the results obtained for these tests do meet the conditions enumerated before. So, the author can now say that the populations being studied does approximate to a normal distribution.

Character	Product		Shapiro-Wilk		Skewness(SK)		Kurtosis(KV)	
			Df	Sig.	Statistics	Std. Error	Statistics	Std. Error
Sara Sampaio	H20	Purchase Intentions	171	0	-0,21	0,19	0,44	0,37
Female dermatologist	H20	Purchase Intentions	158	0	-0,95	0,19	3,43	0,38
Oprah	H20	Purchase Intentions	174	0	-0,32	0,19	0,52	0,37
Sara Sampaio	NIVEA	Purchase Intentions	171	0	-0,42	0,19	-0,78	0,37
Female dermatologist	NIVEA	Purchase Intentions	165	0	-0,41	0,19	-0,51	0,38
Oprah	NIVEA	Purchase Intentions	172	0	-0,45	0,18	-0,41	0,37
Sara Sampaio	H20	Perceived Quality	174	0	-0,89	0,19	0,25	0,37
Female dermatologist	H20	Perceived Quality	158	0	-0,78	0,19	0,05	0,38
Oprah	H20	Perceived Quality	171	0	-0,91	0,19	0,18	0,37
Sara Sampaio	NIVEA	Perceived Quality	171	0	-0,08	0,19	1,19	0,37
Female dermatologist	NIVEA	Perceived Quality	165	0	-0,28	0,19	1,36	0,38
Oprah	NIVEA	Perceived Quality	172	0	0,24	0,18	-0,01	0,37

Table 10: Normality Test results

#### 4.2: Testing Hypothesis: Paired Sample T-test

The main objective of this research is to understand which of the three sources of credibility has a higher impact on the purchase intentions and perceived quality. To study the relations and the phenomenon that connect all the variables, an Independent sample t-test was the following test to be conducted.

**Hypothesis 1AA: Attractiveness has a positive impact in purchase intentions of an established product.**

The objective of this test was to understand if attractiveness, represented in this study by Sara Sampaio, has a positive impact in the purchase intentions of and establish product.

The paired t-test will help to understand this relationship by exploring more the values of the means of the two samples. Here the test reveals if the samples are significantly different or not. With these, the author will understand which product is the consumer more willing to purchase after he has seen the two different adverts.

The author created two different groups that have seen two different adverts. The first group watched the adverts containing only the product, Nivea, and the second group observed the adverts containing the influencer and the product.

Product	Variables	P-value
Nivea	Product vs. Sara Sampaio	0,382

$$H_0: \mu_p = \mu_s$$

*Table 11: The impact of attractiveness in the purchase intentions of an established product*

According to Table 11, and for a significance of 5%, the p-value is 0,382. With these results, the author can now say that the null hypothesis is not rejected. Thus, H1AA is rejected.

**Hypothesis 1AB: Attractiveness has a positive impact in purchase intentions of a new product.**

The goal of this test is to understand if, in a new product in the market, the investment of having someone attractive in the adverts is worth. This impact is measured by the willingness to buy the product.

To accomplished this teste, the author created two groups. The first group was the control. Here the participants in this test the purchase intention was teste base on an advert only containing a prototype of a new product H2O. The second group now only saw the new product but, in the advert, was also included the face of the attractive character.

With these and the analysis of the paired sample t-test, is possible to determine if the difference between the means of the evaluations of these groups is zero.

Product	Variables	P-value
H2O	Product vs. Sara Sampaio	0,011

$$H_0: \mu_p = \mu_s$$

*Table 12: The impact of attractiveness on the purchase intentions of a new product*

After all the testes were concluded on this hypothesis, the author is now capable of stating that, for a confidence level of 5% and with a p value of 0,011 the null hypothesis is rejected. Therefore, H1AB is not rejected.

**Hypothesis 1BA: Expertise has a positive impact in purchase intentions of an established product.**

A paired sample t-test was also used for the analysis of this Hypothesis. This hypothesis tested the effect of the second source of credibility, expertise, on the purchase intentions of an established product. To the two groups in this part of the experiment were showed two different adverts. The first containing only the new product, and the second one containing not only the product but also the picture of a Dermatologist.

By further analyzing the difference in the means of the two variables, the author will be able to understand the impact of this source of credibility in the purchase intentions.

Product	Variables	P-value
Nivea	Product vs. Dermatologist	0,324

$$H_0: \mu_p = \mu_d$$

*Table 13: The impact of expertise on the purchase intentions of an established product*



Succeeding the analysis, the author is now able to discuss the results. Thus, the table 13 shows that for a confidence interval of 5% and for a p-value of 0,324 the null hypothesis is not rejected. Consequently, H1BA is rejected.

**Hypothesis 1BB: Expertise has a positive impact in purchase intentions of a new product.**

Much like the analyses that have been done thought these research, the analysis performed to find answer for this hypothesis were also conducted with a paired sample t-test.

In this scenario, the two variables being studied featured the new product, H2O, with the difference than in one of them a dermatologist could be found, and in the other one not.

With the paired sample t-test the means were studied trying to find evidences that in the two variables they were equal.

Product	Variables	P-value
H2O	Product vs. Dermatologist	0,006

$$H_0: \mu_p = \mu_d$$

*Table 14: The impact of expertise on the purchase intentions of a new product*

The conclusion of this analysis is observable in table 14. With it, the author is able to say that with a confidence level of 95% and with a p-value of 0,006 the null hypothesis is rejected. This means that the means of these two sample are not equal. So, H1BB is not rejected.

**Hypothesis 1CA: Trustworthiness has a positive impact in purchase intentions of an established product.**

For this part of the analysis, and to explore the impact that trustworthiness, here represented in the form an Oprah Winfrey, might have on the purchase intention of a well-known brand like NIVEA, the author also used the paired sample t-test. The variables used in this process were only differentiated but the content of the advert showed to the participants. In the first variable, the respondents were showed an ad where only the product was featured.

In the second variable, the respondents were showed the product but also the character, Oprah Winfrey.

This test will help the author understand how do these changes impact the means of the two variables.

Product	Variables	P-value
Nivea	Product vs. Oprah	0,234

$$H_0: \mu_p = \mu_o$$

*Table 15: The impact of trustworthiness on the purchase intentions of an established product*

As showed in the table 15, and for a confidence level of 95% and a p-vale of 0,234 the null hypothesis is not reject which leads the author to state that the difference between the means of the two variables is not significant. Having this said H1CA is rejected.

**Hypothesis 1CB: Trustworthiness has a positive impact in purchase intentions of a new product.**

To be able to understand the impact that trustworthiness, here represented by Oprah has in the purchase intentions of a new product, a paired sample t-test was run. In this test, the variables used has only one small difference. The control group, as in previous cases, rated the ad that only contained the product. On the second group, the respondents were asked to the same but the ad contained not only the product bur also the picture of Oprah Winfrey.

With this kind of test, it will be possible to understand if the means of the two variables are significantly different, and as a result, if trustworthiness has an impact on the purchase intentions.

Product	Variables	P-value
H2O	Product vs. Oprah	0

$$H_0: \mu_p = \mu_o$$

*Table 16: The impact of trustworthiness on the purchase intentions of a new product*

Having done all the analysis, the author is now in the position of analyzing the results.

As seen on table 16, with 95% confidence and for a p-value of 0 the null hypothesis is rejected which mean that the two variables do not have the same means. Thus, H1CB is not rejected.

Continuing the investigation, it is now time to explore and understand how do the sources of credibility impact the perceives quality of the products. For this part of the analysis, the same method was used, a paired sample t-test. The analysis goes as follows.

#### 4.3: Testing Hypothesis: Mediator Analysis with SPSS Process.

The remaining of the analysis was performed using Process. The aim of the use of this program was to understand the relationship among three variable, the independent variable (the sources of credibility), the dependent variable ( the purchase intentions ) and the possible moderator ( the perceived quality). The model presented on the study is model 4 which has only one Moderator.

The analysis will follow to understand if, has hypothesized before, perceived quality does moderates purchase intentions.

**Hypothesis 2AA: Attractiveness has a positive impact in purchase intentions of an established product, which is mediated by perceived quality.**

Regarding hypothesis 2AA, the author is trying to assume that perceived quality is a moderator for the relationship between attractiveness and purchase intentions. The test was run in Process and the values obtained are showed in table X.

	Total Effect	Direct Effect	Ind. Effect
Sara Sampaio_Nivea	0,3314	0,2187	0,1127

*Table 17: The mediator effect of perceived quality on the impact of attractiveness over the purchase intention of an established product*

As observable in table 17, the direct effect, 0,2187 is higher that the indirect effect 0,1127, but the total effect of the model is even higher than the other two. Having done this analysis, the more variables added to the model, the less suitable it is to explain the effect. For a confidence interval of 95% and a p-value of 0,1127 the indirect effect of the model is not significant. Therefore, perceived quality is not a mediator of the effect that attractiveness has on the purchase intentions of an established product.

Concluding, the author is now able to state that H2AA is rejected.

**Hypothesis 2AB:** Attractiveness has a positive impact on purchase intentions of a new product, which is mediated by perceived quality.

Regarding this hypothesis, and once the moderated effect was not found in the prior relationship (H2AB), the author continued its research by trying to understand if perceived quality moderated the effect of attractiveness in purchase intentions, this time for a new product in the market.

This test was also run on Process and the results are showed in the table below.

	Total Effect	Direct Effect	Ind. Effect
Sara Sampaio_H20	0,5703	0,3152	0,2551

*Table 18: The mediator effect of perceived quality on the impact of attractiveness over the purchase intention of a new product*

So that perceived quality would be a perfect mediator one condition should be met: The indirect effect must be equal to the total effect. This would mean that perceived quality is the mediator that helps explain the effects of attractiveness in the purchase intentions of a new product. Since this condition is not observable and the p-value (0,2551) is higher than 0,05, not significant, perceived quality is not a mediator for the model. Having this said, H2AB is rejected.

**Hypothesis 2BA:** Expertise has a positive impact on purchase intentions of an established product, which is mediated by perceived quality.

Hypothesis 2BA tries to understand if perceived quality moderated the effect between expertise and purchase intentions. This analysis was also run in Process. The results from the investigation are showed in table 19, bellow.

	Total Effect	Direct Effect	Ind. Effect
Female Dermatologist_Nivea	0,4875	0,3296	0,1579

*Table 19: The mediator effect of perceived quality on the impact of expertise over the purchase intention of a establish product.*

As observable in table 19, the total effect of the model is 0,4875. When a new variable is added to the model (perceived quality in this particular case) and its value remain unchanged, the direct effect decreases to 0,3295. This fact is the first clue into understanding

that perceived quality is not a good mediator for the model. The values for the indirect effect are even smaller than the direct effect which means that when the possible mediator grows one unit the model is even less suitable for the explanation of this phenomenon. Having this said and for a confidence interval of 95% the p-value is 0,1544 for this. With such a high number of p-value and since it is higher than 0,05 the author is now possible to say that this p-value is not significant.

Thus, the mediator effect of perceived quality is not significant, which means that perceived quality does not mediate the relationship between perceived quality of an established product and expertise. The author is now on the position to say that hypothesis 2BA is rejected.

**Hypothesis 2BB: Expertise has a positive impact in purchase intentions of a new product, which is mediated by perceived quality.**

As the past hypothesis, 2BB is also trying to comprehend if the relationship between the perceived quality of a new product and expertise is moderated by perceived quality. The analysis was also done in process and the result from the analyses are as follows showed in table X.

	Total Effect	Direct Effect	Indirect Effect
Female Dermatologist_H20	0,4267	0,1380	0,2887

*Table 20: The mediator effect of perceived quality on the impact of expertise over the purchase intention of a new product*

On table 20 it is observable the effects on the model. When perceiving that the indirect effect is higher than the direct effect, it would be tempting to say that perceived quality would be a good mediator for the model. When comparing this effect with the total effect, and although perceived quality may explain a part of the model it is clear that it is not the only mediator. Performing another test and for a confidence of 95% the p-value of this analysis is 0,2887. This p-value is not significant once its value is higher than 0,05. Having found these results, I can now say that perceived quality does not moderate the relationship between expertise and the perceived quality of a new product, which means that H2BB is rejected.

**Hypothesis 2CA: Trustworthiness has a positive impact in purchase intentions of an established product, which is mediated by perceived quality.**

To understand if the relationship between trustworthiness and purchase intentions of an established product is being affected by perceived quality the author performed a test using process. The results from this part of the research are as follows on table X.

	Total Effect	Direct Effect	Indirect Effect
Oprah_Nivea	0,3944	0,1952	0,1991

*Table 21: The mediator effect of perceived quality on the impact of trustworthiness over the purchase intention of an established product*

So that perceived quality would be a perfect mediator, which would mean that perceived quality would be the variable that would suitable to fully explain the effect of expertise on purchase intentions, the value of the total effect would have to be equal to the indirect effect. As observable on table 21, this equality if not met.

Performing another analysis to help understand the effects and for a confidence interval of 95%, the p-vale is 0,1991. This value is higher than 0,05 which means that the p-value is not significant. Having this said, the author can now conclude that hypothesis 2CA is rejected, which means that, perceived quality does not mediate the relationship between trustworthiness and purchase intentions

**Hypothesis 2CB: Trustworthiness has a positive impact in purchase intentions of a new product, which is mediated by perceived quality.**

The last analysis performed tried to understand if the relationship between trustworthiness and the purchase intentions of a new product, H20, was moderated by perceived quality. This analysis was performed using Process and the results are described in the following table, table 22.

	Total Effect	Direct Effect	Indirect Effect
--	--------------	---------------	-----------------

Oprah_H20	0,5707	0,3064	0,2643
-----------	--------	--------	--------

*Table 22: The mediator effect of perceived quality on the impact of trustworthiness over the purchase intention of a new product*

Once again, and has tested on other hypothesis, the indirect effect is not equivalent to the total effect. Also, has more variables are added to the model for the effort of better explaining the effect of expertise in the purchase intentions of a new product, the weaker the model becomes. This are the evidences that perceived quality is not a good mediator for the model. In another form of analysis and 95% confidence level, the values on the table show that the p-vale is 0,243. This means that the p-value is not significant since p-value is higher than 0,05.

Having this said and just like the other hypothesis that regarded the moderator effect, hypothesis 2CB is rejected.

## **CHAPTER 5: CONCLUSIONS AND LIMITATIONS**

The beauty industry is constantly changing and growing. Challenges are arising at any time and the pursue to understand the consumers' needs and value perception never stops. For this reason, is very important that marketers understand which should be the best face to feature in those adverts and how does this impact the value perception and purchase intentions of consumers.

The objective of this dissertation was to begin to study those fact, specifically focusing on the Portuguese market.

In this chapter, you will find a summary of all the finds of the reasons, the main point of the research and what will be the implications not only in an academic level, but also for the professional world. At last, the author will be presenting the limitations and suggestions for further research.

### **5.1 Main Findings & Conclusions**

The beauty industry is constantly coming up with new products and consumers spend their day being bombarded with various stimulus from those products. Celebrities stating that a specific cream has changed their lives or a simple girl pledging that the cream as completely improved her acne from day to night. These stimuli are everywhere from the time we wake up and check our Instagram accounts, to the time and are stuck in traffic looking to a billboard.

Defining beauty is one of the most difficult things to do since, beauty is the eye of the beholder (Patzner, 1983), which means that every one of the consumers has their own opinion. Nevertheless, it was discovered that the use of attractive people in commercials has a positive impact on the perception of the consumer not because of the product but because this attractive people were usually described as happier or masters of their own. faith Miller (1970).

Once it was understood that consumers do value attractive people in the adverts it was now time to understand which kind of attractive people do people prefer in their adverts. The world is now facing the time of influencers, real people with real lives that explore marketing from another perspective, but the industry is still stuck in using models and famous



faces to public their products. So, it was also needed to understand which of the three types of “faces” had the most impact on consumers.

Theories have stated that there is an optimal level of combination between product and spokesperson that maximizes effectiveness of the ad Kamins (1990). The researcher wanted to understand which was the optimal balance of this theory in the Portuguese market regarding a certain product. The product chosen was a facial moisturizer and the three sources of credibility used were attractiveness, trustworthiness and expertise, and each source was represented by a character.

From the first analyses performed the author conclude that, from the three sources of credibility being studied, Trustworthiness had the highest impact on Purchase intentions, both for new and established products. In the study trustworthiness has portrayed by Oprah, which is easily identified has a celebrity. Literature has showed how celebrities have a positive effect on attitude change Kahle & Homer (1985), and this study is proof of exactly that. Respondents have all given higher evaluations on the ads where Oprah was featured.

Further conclusions show that attractiveness does have an impact on the purchase intentions of the product but only if this is a new product being introduced in the market. If the subject is an established product, the research shows that, the attractive model does not have an impact on purchase intentions.

This insight goes on a different direction from previous research. As stated before, Baker & Churchill Jr (1977)observed that the use of attractive models on adverts does have a positive impact on purchase intentions.

Also, it was revealed that perceived quality does not mediate the relationship between the source of credibility and the purchase intentions of the products. This means, and in contrast to Aaker (1996), the increase on the quality levels do not increase the purchase intentions of the product. The interesting part of the conclusion, relates to the fact that not only the positive association from the character in the ad make the difference and increase purchase intentions. This could be expected for a new product but is a surprise for established products.

## **5.2 Managerial / Academic Implications**

After all the research is done and after the literature has been investigated it is fair to say that not enough has been studied about how do different character used in the various methods of a marketing strategy affect the consumers. This study is a small example of what could be done and show the innumerable knowledge that is still to be found.

This study contributes not only to understand how do consumer perceive new products in the market but also how do consumer perceive the various influencers used in marketing communication. Additionally, this research, allows academics and professionals managers to not only to better understand the reasons behind the purchase of a simple facial moisturizer, but also the relationship between the purchase intention and the perceived quality of the product.

For the personal care market and for all the other markets that might look at it like an example, this research will help them in various ways. Firstly, and in a more financial way, it will help them to carefully allocate their resources on the choice of an influencer. Secondly and from a marketing perspective, the study will assistance professionals in using the right influencer to advertise their brand, making sure that the campaigns will be more effective. The combination of all of this factor will help marketers into developing more efficient campaigns, making the market more effective overall.

## **5.3 Limitations and Further Research**

The final section of the study will contemplate not only all the limitations that the research but also all the recommendations of future research.

The first topic being analysis will be the limitations of the research done. Regarding the sample of the analysis, it can't be described as representative of the Portuguese population or representative of the Portuguese personal care consumers. The sample method used for convenience resulted in some of the variable to be unbalanced. Firstly, a part of the

respondents did not complete the questionnaire, making the sample to be non-random. Secondly, and due to the resources, a major part of the respondents were students which consequently made a major part of the sample to be from young people (16 to 30 years old).

In the future, the same research could be done contemplating a more balanced sample, with a higher percentage of elder people and a higher number of males.

Another limitation that was identified in the study regards the characters represented in the research. Due to time constrain it was not possible to test a higher number of influencers. The reduced number of character involved may have disturbed the results since some respondents might have not identify the characters with the respective source of credibility. Future research might have to use a wider range of influencers and maybe using only Portuguese woman to make sure that every respondent now exactly what to expect from the credibility of that character.

One managerial constrain that was not tested in this study was budget. For an established brand like NIVEA it is very easy to get hold of big amount of budget to spend and invest on advertising. For a new brand on the market, this situation is not always the case. If this study would have had money into account, probably the influencers selected would never be featured in the ads, resulting in totally different conclusion.

At last, and as my recommendation, it would be very interesting to make this research using other product, especially beauty enhancers. For example, make-up products or more controversial ones like lip enhancers or anti-wrinkles creams. In a fast market like the beauty market new and exciting subject will emerge every day.

## REFERENCE LIST

- Aaker, D. (1996). Measuring brand equity across products and markets. *California Management Review*, 38(3), 102–120. <https://doi.org/10.2307/41165845>
- Baker, M. J., & Churchill Jr, G. A. (1977). The Impact of Physically Attractive Models on Advertising Evaluations. *Journal of Marketing Research*, 14(4), 538–555. <https://doi.org/10.2307/3151194>
- Baron, R. M., & Kenny, D. a. (1986). The Moderator-Mediator Variable Distinction in Social The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Bloch, P. H., & Richins, M. L. (1992). You look ???mahvelous???: The pursuit of beauty and the marketing concept. *Psychology & Marketing*, 9(1), 3–15. <https://doi.org/10.1002/mar.4220090103>
- Bower, A. B., & Landreth, S. (2001). Is Beauty Best? Highly Versus Normally Attractive Models in Advertising., 30(1 OP-Journal of Advertising. Spring2001, Vol. 30 Issue 1, p1-12. 12p.), 1.
- Bowen, J. T., & Shoemaker, S. (1998). Loyalty: A strategic commitment. *The Cornell Hotel and Restaurant Administration Quarterly*, 39(1), 12-25.
- Caballero, M. J., & Solomon, P. J. (1984). Effects of Model Attractiveness on Sales Response. *Journal of Advertising*, 13(1), 17–33. <https://doi.org/10.2307/4188480>
- Calvo-Porral, C., Martínez-Fernández, V. A., Juanatey-Boga, O., & Lévy-Mangén, J. P. (2015). Measuring the influence of customer-based store brand equity in the purchase intention. *Cuadernos de Gestion*, 15(1), 93–118. <https://doi.org/10.5295/cdg.130408cc>
- Chang, T.-Z., & Wildt, A. R. (1994). Price, Product Information, and Purchase Intention: An Empirical Study. *Journal of the Academy of Marketing Science*, 22(1), 16–27. <https://doi.org/10.1177/0092070394221002>
- Cheng-Hsui Chen, A. (2001). Using free association to examine the relationship between the characteristics of brand associations and brand equity. *Journal of product & brand management*, 10(7), 439-451. Morton, J. (1994), “Predicating brand preference”, *Marketing Management*, Vol. 2, No. 4, pp. 32-44.
- Cobb-Walgren, C. J., Ruble, C. a., & Donthu, N. (1995). Brand Equity, Brand Preference, and Purchase Intent. *Journal of Advertising*, 24(3), 25–40. <https://doi.org/10.1080/00913367.1995.10673481>
- Dion, K., & Berscheid, E. (1972). What is beautiful is good. *Psychological Science and*

- Social Psychology*, 24(3), 285–290. <https://doi.org/10.1177/0956797610388048>
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28(3), 307. <https://doi.org/10.2307/3172866>
- Elberse, A., & Verleun, J. (2012). The Economic Value of Celebrity Endorsements. *Journal of Advertising Research*.
- Friedman, H. H., & Friedman, L. (1979). Endorser Effectiveness by Product Type. *Journal of Advertising Research*, 19(5), 63–71. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=6630407&site=eds-live&scope=site>
- Jacoby, J., Olson, J. C., & Haddock, R. A. (1971). Price, Brand Name, and Product Composition Characteristics as Determinants of Perceived Quality. *Journal of Applied Psychology*, 55(6), 570–579. <https://doi.org/10.1037/h0032045>
- Joseph, W. B. (1982). The Credibility of Physically Attractive Communicators: A Review. *Journal of Advertising*, 11(3), 15–24. <https://doi.org/10.1080/00913367.1982.10672807>
- Kahle, L. R., & Homer, P. M. (1985). Physical Attractiveness of the Celebrity Endorser: A Social Adaptation Perspective. *Journal of Consumer Research*, 11(4), 954–961. <https://doi.org/10.1086/209029>
- Kamakura, W. A., & Russell, G. J. (1993). Measuring brand value with scanner data. *International Journal of Research in Marketing*, 10(1), 9–22. [https://doi.org/10.1016/0167-8116\(93\)90030-3](https://doi.org/10.1016/0167-8116(93)90030-3)
- Kamins, M. A. (1990). An Investigation into the “Match-up” Hypothesis in Celebrity Advertising: When Beauty May Be Only Skin Deep. *Journal of Advertising*, 19(1), 4–13. <https://doi.org/10.2307/4188750>
- Kanungo, R. N., & Pang, S. (1973). Effects of human models on perceived product quality. *Journal of Applied Psychology*, 57(2), 172-178.
- Keller, K. L. (1993a). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1. <https://doi.org/10.2307/1252054>
- Keller, K. L. (1993b). Conceptualizing, Measuring, Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.2307/1252054>
- Malhotra, N. K., & Briks, D. F. (2007). *Marketing Research: An Applied Approach*.
- Martin, G. S., & Brown, T. J. (1990). In search of brand equity: the conceptualization and measurement of the brand impression construct. *Marketing theory and applications*, 2(1), 431-438.

- Miller, A. G. (1970). Role of physical attractiveness in impression formation. *Psychonomic Science*, 19(4), 241–243. <https://doi.org/10.3758/BF03328797>
- Neumam, B. (2017). *The Fine Line Between Influencer and Celebrity Endorser*. Madmarketer.com. Retrieved 17 April 2017, from <http://www.madmarketer.com/topics/content/articles/419955-fine-line-between-influencer-celebrity-endorser.htm>
- Ohanian, R. (2011). and of a Scale to Measure Validation Perceived Celebrity Endorsers ' Expertise , Trustworthiness , and Attractiveness, *Jornal of Advertsing*, 19(3), 39–52.
- Oliver, R. L. (2014). *Satisfaction: A behavioral perspective on the consumer*. Routledge.
- Osgood, C. E., & Tannenbaum, P. H. (1955). The principle of congruity in the prediction of attitude change. *Psychological Review*, 62(1), 42-55.
- Patzer, G. L. (1983). Source credibility as a function of communicator physical attractiveness. *Journal of Business Research*, 11(2), 229–241. [https://doi.org/10.1016/0148-2963\(83\)90030-9](https://doi.org/10.1016/0148-2963(83)90030-9)
- Peterson, R. a, & Kerin, R. a. (1977). The Female Role in Advertisements: Some Experimental Evidence. *Journal of Marketing*, 41, 59–63. <https://doi.org/10.2307/1250235>
- Saunders, M., Lewis, P., & Thornhill, a. (2009). *Research Methods for Business Students*. Business (Vol. 5th). <https://doi.org/10.1017/CBO9781107415324.004>
- Shocker, A.& Barton W. (1988). A Perspective on Brand Equity Principles and Issues In *Defining, Measuring, and Managing Brand Equity*, 88-104.
- Schoell, W.F., and Gultinan, J.P. (1990), *Marketing Contemporary Concepts and Practices*, Allyn and Bacon, Boston, MA.
- Simon, C.J., and Sullivan, M.W. (1993), The measurement and determinants of brand equity: a financial approach, *Marketing Science*, Vol. 12, No.1, pp.28-53.
- Simons, H., Berkowitz, N., & Moyer, R. (1970). Similarity, credibility and attitude change: A review and a theory. *Psychological Bulletin*, 73, 1-16.
- Till, B. D., & Busler, M. (2000). The Match-Up Hypothesis: Physical Attractiveness, Expertise, and the Role of Fit on Brand Attitude, Purchase Intent and Brand Beliefs., 29(3 OP-Journal of Advertising. Fall2000, Vol. 29 Issue 3, p1-13. 13p. 11 Charts.), 1. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=bth&AN=4036701>
- Tong, X., & Hawley, J. M. (2009). Measuring customer-based brand equity: empirical evidence from the sportswear market in China. *Journal of Product & Brand*

- Management*, 18(4), 262–271. <https://doi.org/10.1108/10610420910972783>
- Uzunoglu, E., & Misci Kip, S. (2014). Brand communication through digital influencers: Leveraging blogger engagement. *International Journal of Information Management*, 34(5), 592–602. <https://doi.org/10.1016/j.ijinfomgt.2014.04.007>
- van der Waldt, D. L. R., van Loggerenberg, M., & Wehmeyer, L. (2009). Celebrity endorsements versus created spokespersons in advertising: A survey among students. *South African Journal of Economic and Management Sciences*, N.S., 12(1), 100–114.
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(July), 2–22.

## APPENDICES

### Appendix 1 Questionnaire – Original Version in Portuguese

No âmbito de uma tese de Mestrado de Gestão pela Católica Lisbon School of Business and Economics, este questionário tem como principal objectivo analisar a percepção dos consumidores sobre o tipo de modelos utilizados em publicidade impressa.

Todos os dados recolhidos neste questionário são confidenciais e anónimos e serão apenas utilizados neste estudo académico.

Este questionário levará cerca de 5 minutos a ser respondido e é muito importante que o acabe. Muito obrigada pela sua colaboração. Se tiver alguma questão por favor contacte-me pelo email [rita.cordeiopereira@gmail.com](mailto:rita.cordeiopereira@gmail.com)

**Q1:** Em todas as suas viagens ao supermercado, alguma vez pensou em comprar creme hidratante?

- Sim
- Não

Randomize between Q1 and Q2

**Q2:** Responda às próximas questões considerando o produto na imagem. Este produto é um creme facial hidratante com fator de proteção solar 15, 50 ml e está à venda em supermercados por 4,99€.



Eu compraria este produto

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

É provável que eu compre este produto.

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente



A probabilidade deste produto ser confiável é....

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Os acabamentos do produto são...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Este produto é de qualidade...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

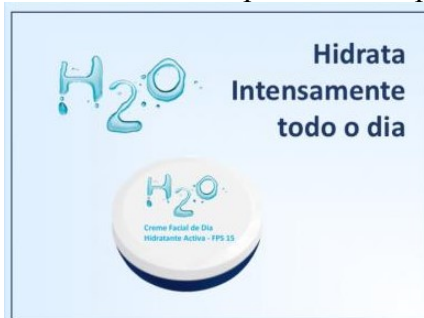
A probabilidade deste produto ser de confiança é...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Este produto é duradouro

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

**Q3:** Responda às próximas questões considerando o produto na imagem. Este produto é um creme facial hidratante com fator de proteção solar 15, 50 ml e está à venda em supermercados por 4,99€.



Eu compraria este produto

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

É provável que eu compre este produto.

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

A probabilidade deste produto ser confiável é....

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Os acabamentos do produto são...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Este produto é de qualidade...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

A probabilidade deste produto ser de confiança é...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Este produto é duradouro

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

**Q4:** Responda às próximas questões considerando o produto na imagem. Este produto é um creme facial hidratante com fator de proteção solar 15, 50 ml e está à venda em supermercados por 4,99€.



	Disordo Completamente	Disordo Parcialmente	Não concordo Nem discordo	Concordo Parcialmente	Concordo Completamente
A cara desta pessoa atrai-me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa tem classe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é bonita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é elegante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é sexy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é credível	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é honesta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é segura	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é sincera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é de confiança	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Este pessoa é um perito	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é experiente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é conhecedor(a)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é capacitada para o seu trabalho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é competente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é conhecida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Eu compraria este produto

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

É provável que eu compre este produto.

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

A probabilidade deste produto ser confiável é....

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Os acabamentos do produto são...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Este produto é de qualidade...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

A probabilidade deste produto ser de confiança é...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Este produto é duradouro

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

**Q5:** Responda às próximas questões considerando o produto na imagem. Este produto é um creme facial hidratante com fator de proteção solar 15, 50 ml e está à venda em supermercados por 4,99€.



	Discordo Completamente	Discordo Parcialmente	Não concordo Nem discordo	Concordo Parcialmente	Concordo Completamente
A cara desta pessoa atrai-me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa tem classe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é bonita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é elegante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é sexy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é credível	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é honesta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é segura	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é sincera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é de confiança	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é um perito	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é experiente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é conhecedor(a)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é capacitada para o seu trabalho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é competente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é conhecida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Eu compraria este produto

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente

- Concordo totalmente

É provável que eu compre este produto.

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

A probabilidade deste produto ser confiável é....

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Os acabamentos do produto são...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Este produto é de qualidade...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

A probabilidade deste produto ser de confiança é...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Este produto é duradouro

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

**Q6:** Responda às próximas questões considerando o produto na imagem. Este produto é um creme facial hidratante com fator de proteção solar 15, 50 ml e está à venda em supermercados por 4,99€.



	Discordo Completamente	Discordo Parcialmente	Não concordo Nem discordo	Concordo Parcialmente	Concordo Completamente
A cara desta pessoa atrai-me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa tem classe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é bonita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é elegante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é sexy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é credível	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é honesta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é segura	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é sincera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é de confiança	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é um perito	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é experiente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é conhecedor(a)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é capacitada para o seu trabalho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é competente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é conhecida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Eu compraria este produto

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

É provável que eu compre este produto.

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

A probabilidade deste produto ser confiável é....

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Os acabamentos do produto são...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Este produto é de qualidade...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

A probabilidade deste produto ser de confiança é...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

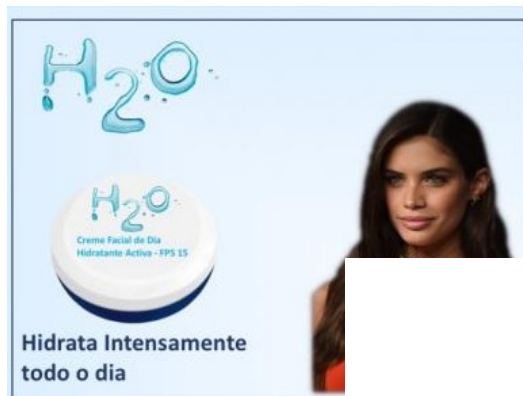
Este produto é duradouro

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente



- Concordo totalmente

**Q8:** Responda às próximas questões considerando o produto na imagem. Este produto é um creme facial hidratante com fator de proteção solar 15, 50 ml e está à venda em supermercados por 4,99€.



Eu compraria este produto

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

	Discordo Completamente	Discordo Parcialmente	Não concordo Nem discordo	Concordo Parcialmente	Concordo Completamente
A cara desta pessoa atrai-me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa tem classe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é bonita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é elegante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é sexy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é credível	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é honesta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é segura	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é sincera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é de confiança	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é um perito	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é experiente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é conhecedor(a)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é capacitada para o seu trabalho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é competente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é conhecida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

É provável que eu compre este produto.

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

A probabilidade deste produto ser confiável é....

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Os acabamentos do produto são...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Este produto é de qualidade...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

A probabilidade deste produto ser de confiança é...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Este produto é duradouro

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

**Q9:** Responda às próximas questões considerando o produto na imagem. Este produto é um creme facial hidratante com fator de proteção solar 15, 50 ml e está à venda em supermercados por 4,99€.



	Discordo Completamente	Discordo Parcialmente	Não concordo Nem discordo	Concordo Parcialmente	Concordo Completamente
A cara desta pessoa atrai-me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa tem classe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é bonita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é elegante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é sexy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é credível	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é honesta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é segura	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é sincera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é de confiança	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é um perito	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é experiente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é conhecedor(a)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é capacitada para o seu trabalho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é competente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é conhecida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Eu compraria este produto

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

É provável que eu compre este produto.

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

A probabilidade deste produto ser confiável é....

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Os acabamentos do produto são...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Este produto é de qualidade...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

A probabilidade deste produto ser de confiança é...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Este produto é duradouro

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

**Q10:** Responda às próximas questões considerando o produto na imagem. Este produto é um creme facial hidratante com fator de proteção solar 15, 50 ml e está à venda em supermercados por 4,99€.



	Discordo Completamente	Discordo Parcialmente	Não concordo Nem discordo	Concordo Parcialmente	Concordo Completamente
A cara desta pessoa atrai-me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa tem classe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é bonita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é elegante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é sexy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é credível	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é honesta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é segura	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é sincera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é de confiança	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é um perito	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é experiente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é conhecedor(a)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é capacitada para o seu trabalho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é competente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa é conhecida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Eu compraria este produto

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

É provável que eu compre este produto.

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

A probabilidade deste produto ser confiável é....

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Os acabamentos do produto são...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Este produto é de qualidade...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

A probabilidade deste produto ser de confiança é...

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Este produto é duradouro

- Discordo totalmente
- Discordo parcialmente
- Não concordo nem discordo
- Concordo parcialmente
- Concordo totalmente

Sexo

- Masculino
- Feminino

Idade

- Menos de 15 anos
- Entre 16 e 30 anos
- Entre 31 e 45 anos
- Mais de 45 anos

Rendimento Mensal

- Menos 500€
- 501€-1000€
- 1001€ - 1500€
- 1501€ - 2000€
- Mais de 2000€

Muito obrigada pela sua colaboração!